



We will train your brain

# Professional Business Writing



2016

By: Fikry Boutros

*Adapted from: Locker, Business and Administrative  
Communication*



# Introductions

**Name:** Fikry Boutros

**Title:** Consultant

**Company:** RP Egypt/AUC

**Expectations:** To get to know you, to know your needs, and to work on your expectations of the course

**How about you?**



# Workshop Objectives

- By the end of this workshop, you should be able to:
- Understand the different channels of communication
- Learn the correct form and format of each type
- Learn to communicate different types of messages (Positive, Neutral, Negative)
- General Email Etiquette



# Workshop Objectives

- Compare different reports and identify the aspects of a good report
- Data collection for reports and proposals
- Using Visual Aids
- Learn how to write effective reports in terms of:
  - Content
  - Organization
  - Language



# Diagnostic Task

- In the coming 30 minutes, write an Email to your supervisor, informing him/her about this workshop and asking for 2 days off to come and attend it.



# Why do we write messages?

- Messages are written to:
  - Inform
  - Recommend
  - Motivate
  - Persuade
  - Impress
  - Record
  - Instruct
  - What else...?



# What does a good report look like?

Good reports are those that have a low '*cognitive cost*'.

In other words, they are:

- **Brief** – succinct, long enough to say what is necessary and no more.
- **Clear** – clearly written, no need for dictionary to understand it.
- **Precise** – saying exactly what is necessary, not digressing
- **In 'our language'** – no jargon unless necessary
- **Simple** – no complicated structures
- **Well structured** – logical sequence
- **Descriptive** – enough details for the message



# Sample Email

- Read the following mail in a few minutes then evaluate it with your partner(s) in terms of:
  - Content and Organization  
Logical sequence, paragraphs, clarity...
  - Language  
Sentence structures, grammar, vocabulary...



# Planning the message

- Considerations when planning your message:
  - What's my **purpose**?
  - Who's my **audience**?
  - What's the **context**?
  - What's the **content**?



# Report Structures (1)

## 1. Direct

- Starts with the conclusion or recommendation, and then supports it with data.

## 2. Indirect

- Provides specific facts and analysis of these facts, leading up to a conclusion or recommendation.



# Report Structure (2)

## 3. Chronological

- Uses time order as the central organization component. This structure is usually useful for documenting trips or incidents.

## 4. Problem/Solution

- Presents a problem, followed by a proposed solution.



# Report Structure (3)

## 5. Cause/Effect

- Identifies and discusses the causes of a problem, and the predicted outcomes (effect).

## 6. Spatial

- Presents data logically in terms of geographical units.



# Report Structure (4)

## 7. Topical

- Organizes information around major topics of discussion.

## 8. Compare/Contrast

- Examines two or more items in terms of common criteria, in order to discover similarities and differences.





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# Reports - Formality

**More formal**

**Less formal**

Cover	Title Page	Introduction
Title Page	Table of Contents	Body
Transmittal	Executive Summary	Conclusions
Table of Contents	Body	Recommendations
List of Illustrations	Introduction	
Executive Summary	Body	
Body	Conclusions	
Introduction	Recommendations	
Body		
Conclusions		
Recommendations		
References/Works Cited		
Appendixes		
Questionnaires		
Interviews		
Computer Printouts		
Related Documents		



# Writing Formal Reports

- Title page
  - Title of the report
    - Informative
  - Person or organization to whom the report is prepared
    - Job title, organization's name, and location.
  - Person or group of persons who prepared the report
    - The person's title, organization's name, and location
  - The release date

**REACHING  
Pinnacles**  
**RP EGYPT**



Contracted with  
for Pinnacles  
Project

# Slated for Success

Under contract with  
for the project

## RAC Inc. Expanding to South Korea

Under contract with  
for the project

Prepared for

**Ms. Katie Nichols**  
CEO of RAC Inc.  
Grand Rapids, Michigan, 49503

Under contract with  
for the project  
for the project  
for the project

Prepared by

**JASS LLC**  
Jordan Koole  
Alex Kuczera  
Shannon Jones  
Sean Sterling  
Allendale, MI 49401

Under contract with  
for the project  
for the project  
for the project

April 21, 2011

Under contract with  
for the project



# Writing Formal Reports

- Letter of transmittal
  - Purpose: to orient the reader to the report and build a good image of the report and the writer.
  - Organization:
    - Transmit your report: Tell when and by whom it was authorized and the purpose it was to fulfill.
    - Summarize your conclusions and recommendations
    - Mention any points of special interest
    - Point out additional research that is necessary, if any.
    - Thank the audience for the opportunity to do the work and offer to answer questions.



# Writing Formal Reports

- Table of contents
  - List the headings exactly as they appear in the body of the report
  - If report <25 pages: list all levels of headings  
If report >25 pages: pick a level
- List of illustrations
  - Enables the audience to refer to visuals
  - Tables & figures

# REACHING Pinnacles

RP EGYPT



Table of  
Contents & Out-  
line of Report

Capitalization  
of South  
Korea's market is  
increasingly  
attracting  
investors.

Investment  
opportunities  
exist in  
various  
sectors.

Notable Headings are presented below  
with headings within a document.

## Table of Contents

Letter of Transmittal	1
Executive Summary	2
Introduction	3
Purpose and Scope	3
Assumptions	3
Methods	3
Limitations	3
Definitions	3
Criteria	3
Government	4
Government Control	4
Business Regulations	4
Taxes	4
Free Trade	4
Concerns about North Korea	4
Summary	4
Economy	4
Economic Growth	4
GDP and Other Important Economic Measures	4
Imports and Exports	4
Dollars and Cents	4
Summary	5
South Korean Culture	6
Business Culture	6
Honor and Respect	6
Religion	6
Summary	7
Market Possibilities and Competitors	7
Technology Use	7
Competition	8
Integration	8
Summary	9
Location, Location, Location	9
Conclusions and Recommendations	9
References	10

## List of Illustrations

Figure 1	South Korea's GDP Growth from 1911 to 2008	Add a "List of Illustrations" at the bottom of the page or on a separate page if the report has many illustrations.
Figure 2	Comparison of GDP Growth Rates	4
Table 1	Comparison of Specifications for Existing Tablets	5
		6



# Writing Formal Reports

- Executive summary/Abstract
  - Summary Abstracts
    - Represents the recommendations and their proof.
    - Give the most useful information in the shortest space.
  - Descriptive Abstracts
    - Indicates topics covered in the report, but do not summarize what the report says about each topic.
    - The audience can not tell what the report tells about the topic.

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Pinnacles**  
**RP EGYPT**



Project  
Team

## Slated for Success

### RAC Inc. Expanding to South Korea

Industry analysis and competitive market research  
including market segmentation information  
and market entry strategies for long-term  
growth.

#### Executive Summary

To continue growth and remain competitive on a global scale, RAC Inc. should expand its business operations into South Korea. The country is a technologically advanced nation and would provide a strong base for future expansion. Since tablet competitors of RAC Inc. in South Korea are doing quite well, since RAC Inc. can compete with them in the United States, we are confident that RAC Inc. can remain on par with them in this foreign market.

The research we have done for this project indicates that this expansion will be profitable, primarily because the South Korean economy is flourishing. The workforce in South Korea is large, and finding talented employees to help set up and run the facility will be easy. In addition, the regulations and business structure are similar to those in the United States and will provide an easy transition into this foreign nation. The competition will be fierce; however, we believe that RAC Inc. will be profitable because of its track record with the Notion Tab in the United States.

Provide brief  
support for  
recommendations

To ensure a successful expansion, JASS LLC recommends the following:

- 1. RAC Inc. should establish its headquarters and manufacturing plant in Busan.**
  - Purchase a building to have a place to begin manufacturing the Notion Tab.
  - Educate RAC employees about South Korean culture and business practices before they begin working directly with South Koreans to avoid being disrespectful.
  - Explore hiring South Koreans; the available workforce is large.
  - Ensure that the Notion name is appropriate when translated into Korean. If not, change the name to better market the product.
  - Market and sell the product in both Busan and Seoul.
- 2. After one year RAC should determine the acceptance and profitability of the expansion.**
  - Conduct a customer satisfaction survey with people who purchased the Notion Tab living in Seoul and Busan to determine the acceptance of the product.
  - Compare and contrast first-year sales with a competitor's similar product.
- 3. If the tablet is competitive and profitable, RAC Inc. should expand its product line into all large cities in South Korea.**
  - To gain an edge on the competition, create a marketing plan that will offer the Notion Tab at some discount in the new cities.
  - Explore integrating other RAC Inc. products into South Korea. These products could also be manufactured at the new manufacturing plant in Busan.

Language in the Executive Summary  
can come from this report. Make  
sure only segments of language  
are used, and the  
language is consistent.

The Executive Summary  
contains the logical elaboration of  
the report, the recommendation(s)  
and supporting evidence.



# Writing Formal Reports

- Introduction
  - Purpose
    - Identifies the problem the report addresses.
  - Scope
    - Identifies how broad an area the report surveys.
  - Assumptions
    - Statements you assume are true to support your final point.
  - Methods
    - Show how you collected information for the report
    - If it is more than a paragraph or 2 you can add it in a separate section from the introduction
  - Limitations
    - Making your recommendations less valid or valid under certain conditions
  - Criteria
    - The factors or standards that you are considering
  - Definitions
    - Define technical terms if you expect the audience not to understand them

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"Purpose" and  
"Scope" can  
be combined  
but listed in  
either or  
both.

Topics in report  
should include  
market trends  
in the world.

If your report  
only travel outside  
(surveys,  
interviews, news stories),  
tell how you chose your subjects, what kind of example you used, and where you collected  
the information. This report does not use internet data; it just provides a brief discussion.

Themed limitations are  
listed and make  
the statement  
correctly.  
example from  
another world  
would do much  
them. Limitations such as China would never be listed in a real consulting report, since they would disqualify the firm.

Define key terms  
your audience will  
need to read  
your report.

## Introduction

To avoid getting left behind by competition in global expansion, RAC Inc. has contacted JASS LLC to perform an analysis about expanding into South Korea. JASS has researched South Korea to determine if RAC Inc. will be successful in expanding into this foreign market.

### Purpose and Scope

RAC Inc. is a successful business in the United States and has had substantial growth over the last five years. With their competitors beginning to venture into foreign markets to gain more global market share, RAC Inc. is looking to expand into the international market as well. The purpose of our research is to decide whether or not RAC Inc. should expand its business into South Korea.

This report will cover several topics about South Korea including their government, economy, culture, technology, market competition, and possible locations. Our research will not include any on-site research in South Korea. We are also not dealing directly with the South Korean people.

fall what you discuss and how thoroughly you discuss each topic.  
In other words,  
you'll discuss  
each topic  
in the order  
you'll discuss  
them.  
  
List any relevant factors you do not discuss.  
  
Assumptions Assumptions cannot be proved. But if they are wrong, the report's recommendations  
The recommendations that we make are based on the assumption that the relationship between  
North and South Korea will remain the same as of the first part of 2011. We are also assuming that  
the technological state of South Korea will remain constant and not suffer from a natural disaster  
or an economic crash. In addition, we assume that the process of expansion into South Korea is the  
same with RAC Inc. as it has been with other American companies. Another assumption that we  
are making is that RAC Inc. has a good name brand and is competitive in the United States with  
Apple, Samsung, LG and other electronic companies.  
  
study no  
longer  
be valid.

### Methodology of significant sources

The information in our report comes from online sources and reference books. We found several  
good sources, but the best information that we obtained came from The Central Intelligence  
Agency's *World Factbook*, the U.S. Department of State, World Business Culture, and  
Kwintessential. These resources have given us much useful information on which we have based  
our recommendation.

Limitations If your report has limitations, state them.  
The information in the report was limited to what we retrieved from our sources. We were not able  
to travel to South Korea to conduct on-site research. JASS was also limited by the language barrier  
that exists between the United States and South Korea. Other limitations exist because we have not  
been immersed in the Korean culture and have not gotten input from South Koreans on the  
expansion of companies into their country.

Definitions  
There are a few terms that we use throughout the report that we would like to explain beforehand.  
The first term is slate tablet, an industry term, which from this point on is referred to as a tablet.  
Another term we would like to clarify is the city Busan. Some sources referred to it as Pusan. From  
this point forward, we use only Busan. An abbreviation we use is GDP, which stands for gross  
domestic product. The South Korean and United States Free Trade Agreement signed in 2007 is  
abbreviated as KORUS FTA, its official name in the United States government.



# Writing Formal Reports

- Body
  - The longest section in the report
  - Analyze causes of the problem and offer possible solutions
  - Data to support your argument, appropriate visuals and explanatory tests
  - Use headings, forecasting statements, and topic sentences.
  - Remember to cite your sources.

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## R.P. EGYPT



First and final  
recommendation  
regarding South Korea  
for overall  
recommendation.

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#### Criteria

JASS LLC has established criteria that need to be favorable before we give a positive recommendation about South Korea. The criteria include the government, economy, culture, and market competition. We have weighted our criteria by percentages:

- Government = 20%
- Economy = 20%
- South Korean culture = 10%
- Market possibilities and competitors = 40%

We will examine each separately and give each criterion a favorable or not favorable recommendation. Market competition is weighted the heaviest and must be favorable or somewhat favorable for us to give a positive recommendation. Market competition can be given a favorable, nonfavorable, or somewhat favorable recommendation based on various external factors in the marketplace. We need a minimum of a 70% total to give a positive recommendation overall.

People expand before a major research paper and shrink after them.

#### Government

Begin report  
paragraphs with  
bolded sections

South Korea is recognized as a republic government by the rest of the world. A republic government is a democracy where the people have supreme control over the government (South Korea: Political structure, 2009). This foundation makes it similar to the United States' democracy. There is a national government as well as provincial-level governments (similar to state-level governments) with different branches. Large cities, like Seoul and Busan, have their own city government as well. The government is considered multipartied and has multiple parties vying for positions (South Korea: Political structure, 2009). The Republic of South Korea shares its power among three branches of government, thus providing checks and balances inside the government. The three branches of the government are the presidential, legislative, and judicial (U.S. Department of State, 2010). In this section, we will discuss government control, business regulations, taxes, free trade, and concerns about North Korea.

Get into the  
main idea  
in what  
they are  
researching

It's OK to  
have  
enthusiasm  
under some  
headings & still  
not obvious.

#### Government Control

The Grand National Party (GNP) controls the major policy-making branches of the government. President Lee Myung-Bak and Prime Minister Kim Hwang-Sik are both members of the GNP. Winning control of the National Assembly in April 2008 (South Korea: Political structure, 2009), the GNP is considered the conservative party in South Korea and is similar to the Republican Party in the United States. Their policies favor conservatism and are considered pro-business (Grand National Party, 2011). RAC Inc. should not expect much interference from the government with their business venture into South Korea, unless the GNP loses control of the government in the next election.

Use bullet points only when  
you have two or more sections.

#### Business Regulations

South Korea ranks 16th on the ease of doing business index (World Bank Group, 2011a). This index measures the regulations that a government imposes on businesses and how easy it is to start and run a business in a given country. Factors this index measures include the ease of starting a business, doing taxes, and enforcing contracts. For comparison, the United States is ranked fifth on this list (World Bank Group, 2011b). While there are more regulations on business in South Korea, they are still near the top of the list. The relatively low rating on regulation can be due in part to the Grand National Party controlling the government. There are a few general regulations that RAC Inc. should know before going into South Korea. For more specific business regulations, RAC Inc. may need to do further research before expanding.



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3

South Korea has been known for having long workweeks and long working days. South Korea leads the world in hours worked with an average of 2,357 hours per worker per year (Olson, 2008). However, the government has recently passed laws regulating the workweek. In 2003, they shortened their workweek from six days down to the traditional five-day workweek within the public sector. They also shortened the workweek for the public sector down to 40 hours a week (Kirk, 2001). The private sector, however, continues to work long hours because it has not yet been regulated. But the government hinted at regulating the private sector in the future when the public sector law was passed (Kirk, 2001). Nonetheless, no legislation has come through the National Assembly, and South Koreans continue to be the hardest-working people in the world.

“South Korea  
continues to  
be the hardest-  
working people  
in the world.”

The South Korean government has also been known to have strong import restrictions placed on companies (Central Intelligence Agency, 2011). As a result, companies have been forced to gather resources from South Korea instead of importing them. This approach helped South Korea grow its GDP and other economic health measures. It has also influenced the South Korean consumers' view of foreign products.

RAC Inc. may need to be concerned about these regulations when expanding to South Korea. In general, however, regulations on business in South Korea are similar to those of the United States because of the closeness in government structures. While the conservative Grand National Party is in control of the major branches of the government, they are likely to shoot down any attempts at business regulations. The result is that future regulations on business in South Korea will remain low.

## Taxes

The total tax rate in South Korea is lower than that of the United States. (The total tax rate measures all of the mandatory taxes that a company has to pay on their operations in a given country.) The United States has a 46% tax rate, while South Korea has only a 20% tax rate (World Bank Group, 2011a, 2011b). This lower rate means that a company is able to keep more of their profits in South Korea than in the United States. Lower taxes are a positive factor for RAC Inc. to consider.

## Free Trade

In June 2007, South Korea and the United States announced that they had drafted a free trade agreement with each other known as the KORUS FTA (Manyin, 2007). Even though it has been agreed upon since that date, neither nation's legislature has ratified the agreement. Ratification stalled in 2007 because of concerns by a Democratic-controlled congress in the United States and opposition lead by current President Barack Obama. In 2010, President Obama got both sides back together and drafted a new agreement that is pending the approval of both nations' legislatures (AIP, 2010). The highlights of the agreement are an immediate reduction of tariffs and duty-free trade on 95% of all goods exchanged between the countries in three years. In 10 years, all tariffs will be eliminated between the two nations. There would be access between the two countries' service sectors, allowing for faster international deliveries between the two nations (Office of the U.S. Trade Representative, 2011).

The KORUS FTA will be a positive for potential companies expanding into the region by creating a stable political and economic relationship between the United States and South Korea. KORUS FTA will give companies an open door into the region and an ability to conduct business with little to no interference between the governments. However, both nations' legislatures need to ratify the agreement before this trade agreement can make positive impacts for RAC Inc.

## Concerns about North Korea

North and South Korea have been separated since 1945. These two countries were at war between 1950 and 1953. Since this conflict, there have been moments of tension, including some incidents in 2010. Currently there is no escalation of hostilities (U.S. Department of State, 2010). We are assuming this state of conflict will not change in the near future. Improved relations would be ideal for the region, the world, and RAC Inc.



Refer to figure  
in text.  
Tell what point  
it makes.

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4

### Summary

JASS LLC believes that South Korea's politics favor RAC Inc. expanding into the country. The Grand National Party allows for a favorable government for all businesses. South Korea has low regulations by the government, and they have lower taxes. The restrictions on importing and future workweek regulations are factors that need to be researched more by RAC Inc. if they decide to expand their operations. The KORUS FTA shows the stable relations between the United States and South Korea. The situation with North Korea is as stable as can be at this time. These factors allow JASS to give the government criterion a favorable rating.

### Economy

South Korea's economy is considered one of the largest in the world. According to the CIA's *World Factbook*, the country recently became part of the top 20 economies in the world. They are considered a high-tech industrialized country (2011). Major industries in South Korea's economy include electronics, telecommunications, automobile production, chemicals, ship building, and the steel industries. Natural resources from South Korea include coal, tungsten, graphite, molybdenum, lead, and hydropower (U.S. Department of State, 2010). Not only is South Korea one of the largest economies in the world, it is one of the fastest growing. Economic growth, along with the GDP, imports and exports, and currency will be addressed in this section.

#### Economic Growth

World War II and the Korean War ravished the country and its economic base, and the country had to rebuild its entire economy. Their GDP was among the poorest in the world in 1960. Since then, South Korea has had record growth in economic measures such as GDP and GDP per capita (South Korea's GDP Growth, 2010). According to the CIA's *World Factbook*, "a system of close government and business ties, including directed credit and import restrictions, made this success possible. The government promoted the import of raw materials and technology at the expense of consumer goods, and encouraged savings and investment over consumption" (2011).

Figure 1 shows how the economy of South Korea has grown over time using GDP as a measure.

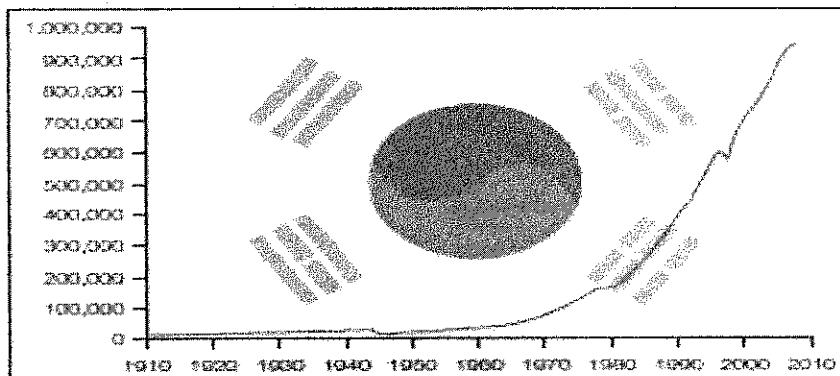


Figure 1: South Korea's GDP (PPP) Growth from 1911 to 2008 (Source: South Korea's GDP Growth, 2010)

Author figures and  
calculated manually.

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# Writing Formal Reports

- Conclusions and Recommendations
  - Conclusion: summarizes points you have made in the body of the report
  - Recommendations: action items that would solve the problem
  - These sections are usually combined when they are short
  - No new information should be included in this section



Comprehensive report  
on the market for 1 new product.  
Research conducted over 3 months.  
Executive brief available  
through us.

Friendly User

Marketing plan makes  
changes for the  
audience in Korea  
and discusses  
them.

Market share all time  
in a few key  
markets.

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Reviewing market potential for  
Notion Tab and recommendations  
at the feasibility of the project.

## Conclusions and Recommendations

All of the research that we have done supports the decision to expand into South Korea. The government, economy, and culture criteria all received favorable recommendations for a total of 60%. Market possibilities and competition received half support for an additional 20%. Together, South Korea has earned 80% based on our criteria.

Therefore, we believe that RAC Inc. could profitably expand into South Korea. The Notion Tab is a high-quality product, and it will be easily integrated into this technologically advanced country. In conclusion, we recommend that RAC Inc. should expand into South Korea.

To ensure a successful expansion, JASS LLC recommends the following:

- 1. RAC Inc. should establish its headquarters and manufacturing plant in Busan.**
  - Purchase a building to have a place to begin manufacturing the Notion Tab.
  - Educate RAC employees about South Korean culture and business practices before they begin working directly with South Koreans to avoid being disrespectful.
  - Explore hiring South Koreans; the available workforce is large.
  - Ensure that the Notion name is appropriate when translated into Korean. If not, change the name to better market the product.
  - Market and sell the product in both Busan and Seoul.
- 2. After one year RAC should determine the acceptance and profitability of the expansion.**
  - Conduct a customer satisfaction survey with people who purchased the Notion Tab living in Seoul and Busan to determine the acceptance of the product.
  - Compare and contrast first-year sales with a competitor's similar product.
- 3. If the tablet is competitive and profitable, RAC Inc. should expand its product line into all large cities in South Korea.**
  - To gain an edge on the competition, create a marketing plan that will offer the Notion Tab at some discount in the new cities.
  - Explore integrating other RAC Inc. products into South Korea. These products could also be manufactured at the new manufacturing plant in Busan.

Exclusive rights reserved for the "Recommendations" firm, provide strong protection so that the system is closed off by itself. The idea for this section originated from the highest level of analysis of the project and was not implemented in the draft of this report.



# Five Basic Steps for Writing Any Report:

1. Define the problem.
2. Gather the necessary data and information.
3. Analyze the data and information.
4. Organize the information.
5. Write the report.



## Variety of Reports

- **Formal Reports:** contain formal elements such as a title page, a transmittal, a table of contents, and a list of illustrations.
  
- **Informal Reports:** may be letters and memos or even computer printouts of production or sales figures.



## Reports can be called:

- **Information reports:** if they collect data for the reader
- **Analytical reports:** if they interpret data but do not recommend action
- **Recommendation reports:** if they recommend action or a solution

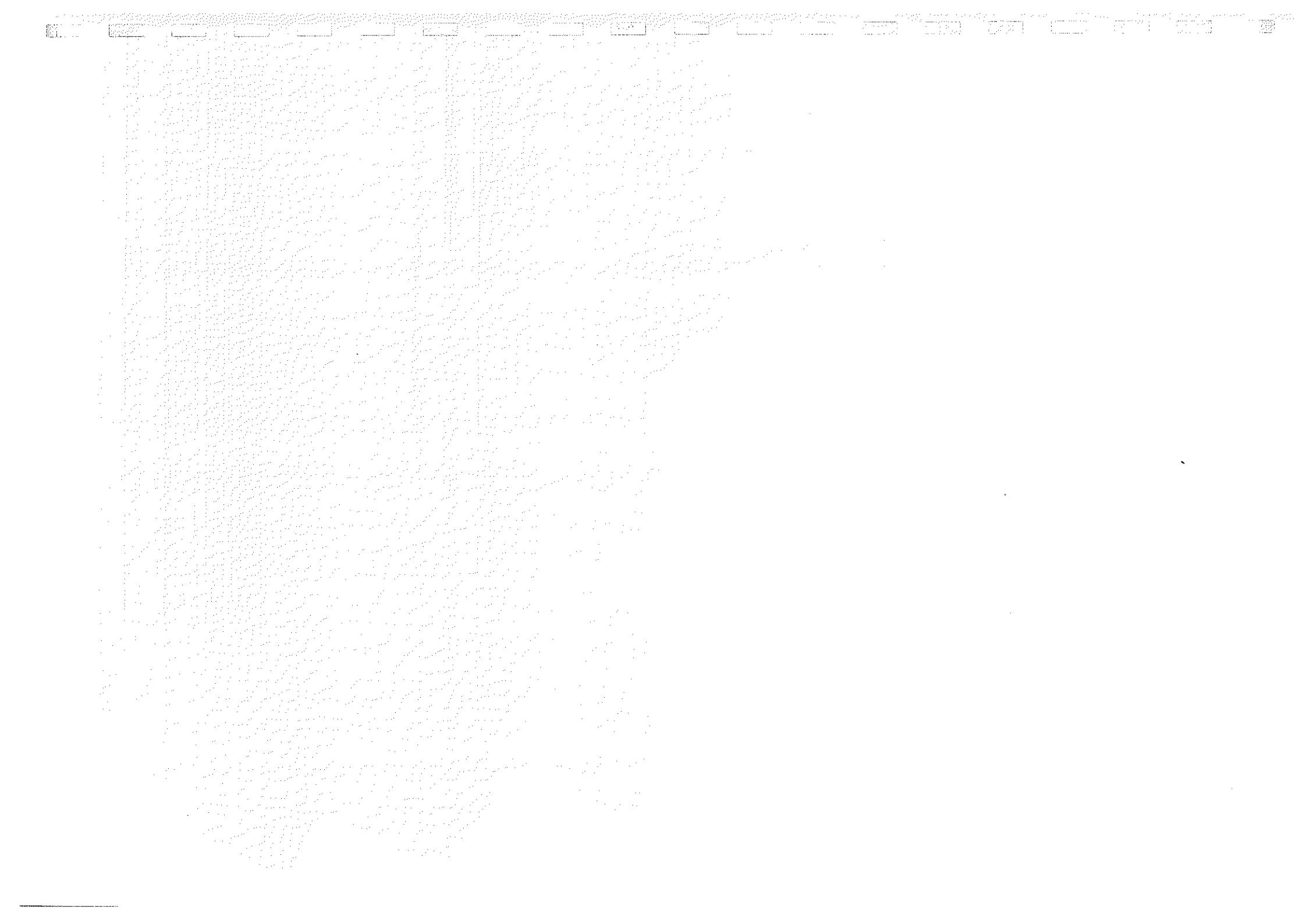


- **Accident reports** can simply list the nature and causes of accidents in a factory or office. These reports can also analyze the data and recommend ways to make conditions safer.
- **Credit reports** can simply summarize an applicant's income and other credit obligations. These reports can also evaluate the applicant's collateral and creditworthiness and recommend whether or not to provide credit.
- **Progress and interim reports** can simply record the work done so far and the work remaining on a project. These reports can also analyze the quality of the work and recommend that a project be stopped, continued, or restructured.
- **Trip reports** can simply share what the author learned at a conference or during a visit to a customer or supplier. These reports can also recommend action based on that information.
- **Closure reports** can simply document the causes of a failure or possible products that are not economically or technically feasible under current conditions. They can also recommend action to prevent such failures in the future.



## The Report Production Process:

- Plan to spend significant time analyzing your data, revising drafts, and preparing visuals and slides.
- Begin analyzing your data as you collect it; prepare your list of sources and drafts of visuals as you go along.
- Start writing your first draft before the research is completed
- Save at least one- fourth of your time at the end of the project to think and write after all your data are collected.





# Report Structure

- Reports principally consist of 3 sections:
  - Beginning
  - Middle
  - End



# The Beginning

- Usually in paragraph form (i.e. a variety of sentence structures introducing the topic)
- **Executive Summary** (outlining the report), especially in longer reports.

e.g. *This report aims at outlining the workplace problems and suggesting remedial solutions.*



# The Middle

- A logical structure all along
- Using headings when appropriate
- Using graphics and illustrations – bold, capital letters, graphs, tables, charts, lists, etc.



# The End

- To reach, present a conclusion
- To pull together the content
- To end positively



# Paragraphs

A paragraph is a group of sentences in a sequence developing one idea

It is best used in:

- The beginning
- The end
- The middle parts that require description, persuasion, or clarification



# Sentences

- There are 3 types of sentences that can be used:
  - A simple sentence

A sentence with one subject and one verb

e.g. Last year, the sales were much higher than this year.



# Complex/Compound Sentences

## ➤ A compound/complex sentence

A sentence with more than one subject and verb

Examples:

➤ Last year, the sales were higher, and the performance was better.

NB: *and* - *so* - *but* are preceded by a comma when separating 2 simple sentences.



# Positions of 'and' in the sentence

AND has 3 possible positions in the English sentence:

1. Between 2 items (nouns, verbs, etc.)

I signed the contract and submitted it.

2. Between 2 independent clauses:

I signed the contract, and I submitted it.

3. Before the last item in a list:

I read the contract, signed it, and submitted it.



# Complex/Compound Sentences

- Last year, the sales were higher; moreover, the performance was better.
  
- Last year, the sales were higher. Moreover, the performance was better.

NB: Both a period (.) or a semi-colon (;) can be used before linking words. A comma (,) is **always** used after linking words.



# Complex/Compound Sentences

- Examples of linking words:
- Moreover, also, furthermore, In addition, Finally... (they all mean *and*)
- However, nevertheless, on the other hand ... (they all mean *but*)
- Therefore, thus, consequently, hence... (they all mean *so*)
- Similarly, likewise...
- For instance, for example, in other words, to illustrate...



# Lists

- Lists are either bullets or numbers. They are used to:
  - Create a strong optical effect for the reader
  - List important points
  - Explain a sequence or order
- In both cases, they can be a list of:
  - Words
  - Fragments
  - Sentences

In lists of words and fragments, punctuation can be open or closed. In lists of sentences, punctuation is always closed.

No  
Punctuation  
(full stop)  
;

must  
use  
full stop



## Tables and charts

- They are used best when displaying figures and numbers
- Charts include:
  - Bar graphs
  - Linear graphs
  - Pie charts
- All such visual aids must have a title and adequate description.



# The report skeleton

- The best reports include a combination of:
  - Paragraphs (used in the beginning and the end - sometimes in the middle)
  - Lists (in the middle)
  - Tables and/or charts (in the middle)



# A step-by-step approach

## ➤ Plan your report

Take a few minutes to think of your purpose, audience, content, etc.

## ➤ Brainstorm

Draft a list of ideas/sub-ideas to be included in your report

## ➤ Outline

Draw a skeleton for your report (beginning, middle, end)



# A step-by-step approach

Decide on the nature of each section in your report: paragraph, table, list, etc.

➤ **Draft:**

Start drafting your report.

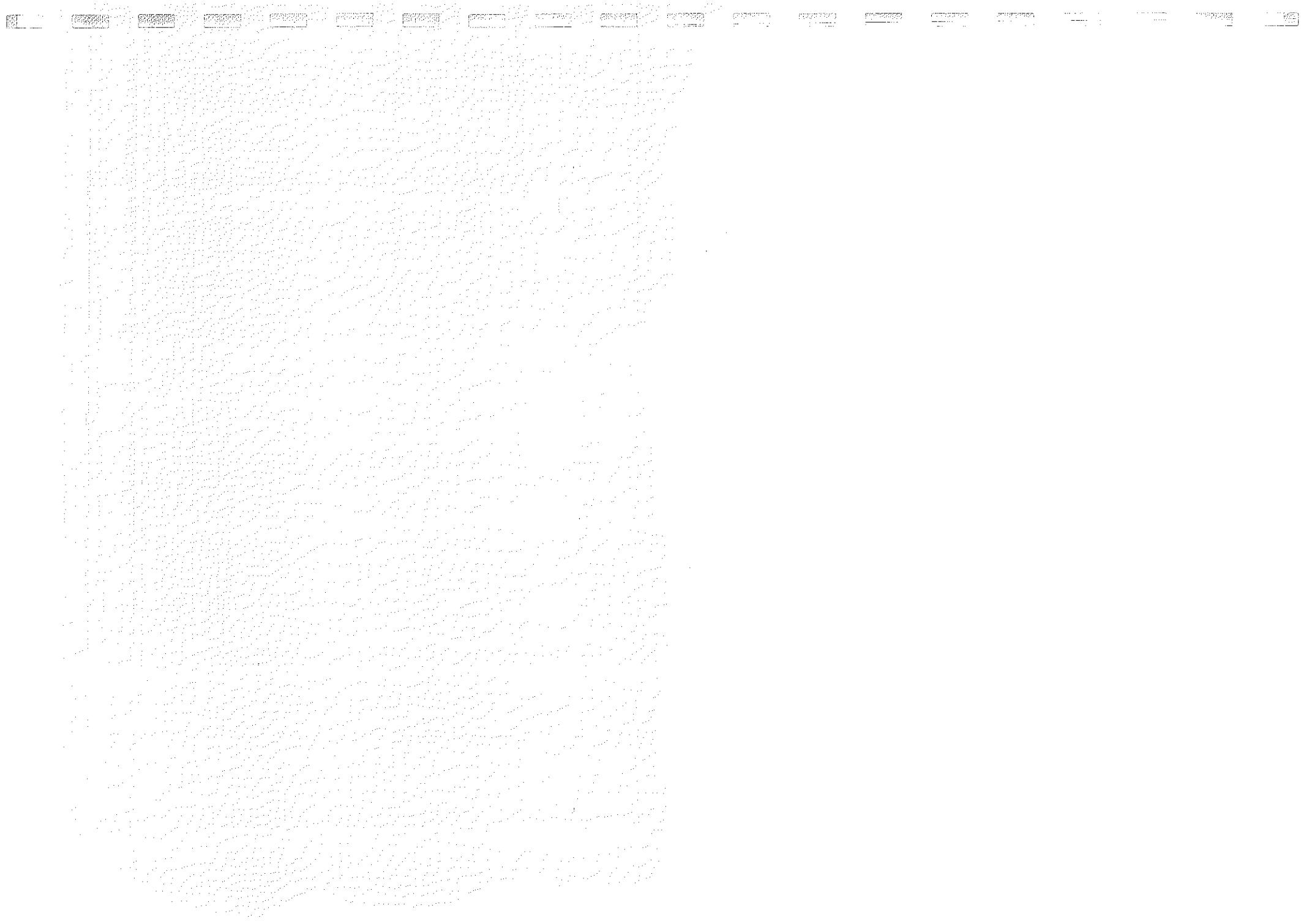
➤ **Edit:**

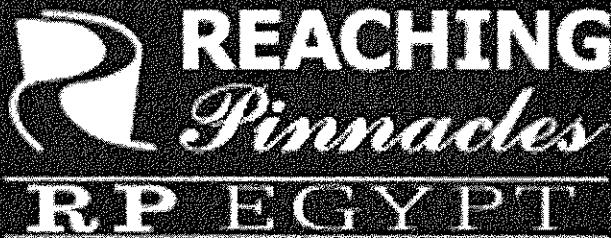
**Remember:** Write first, edit later. While editing, review your sentence structure, punctuation, grammar, and spelling.



The End

Now you are ready to  
write any report!





We will train your brain

# Business Writing

## *Types of Sentences*

### *The Compound Sentence*



# Types of sentences

There are 3 major types of sentences in the English language:

- The Simple Sentence
- The Compound Sentence
- The Complex Sentence



# The Simple Sentence

The Simple Sentence consists of **one** clause.

**A Clause → Subject + Verb**

Ex: John works for OC

→ Subject + Subject + Verb

Ex: John and Mary work for OC

→ Subject + Verb + Verb

Ex: John lives in Heliopolis and works  
for OC



# The Simple Sentence

When a Clause can stand alone and give a complete meaning, it is called an independent clause.

Ex: \*Working for OC (Fragment)

A Fragment is an incomplete sentence because it is missing:

- A Subject
- A Verb
- A Subject and a Verb



# The Simple Sentence

The Subject can be one of the following:

1. A Name: John
2. A Countable Noun: The engineer
3. An Uncountable Noun: Money
4. An Infinitive: To work
5. A gerund: Working



# The Countable Noun

Countable nouns can be singular or plural.

In the singular form they take:

- a / an
- One
- Each, every
- A single



# The Countable Noun

In the plural form they take:

- Many
- A number of
- Several
- Numerous
- Various
- Different
- Some/A lot of
- Few, a few



# The Uncountable Noun

The Uncountable nouns are the nouns that cannot take 's'.

Examples:

1. **Abstract Nouns:** Knowledge, Work, Honesty, Love, etc.
2. **Food Materials:** Water, Sugar, Cheese, etc.
3. **Special Cases:** Information, Furniture, Equipment, Advice, research, etc.



# The Uncountable Noun

- It always takes a singular verb (+s)
- It is never in the plural form (never takes 's')
- They are often preceded by words like:

Much, an amount of, some, a lot of,  
little, a little.



# The Verb

Verbs give the meaning to the sentence.

They come in 2 shapes:

- Forms
- Tenses

**Forms:**

1. **Base Form:** eat
2. **Present Form:** eat(s)
3. **Past Form:** ate
4. **Past Participle:** eaten



# The Verb

The verb must have a tense in order to give a meaning to the sentence.

There are 3 major tenses:

- Past
- Present
- Future



# Tenses

	Past	Present	Future
Simple	Ate	Eat(s)	Will eat
Continuous	Was/were eating	Am/is/are eating	Will be eating
Perfect	Had eaten	Has/Have eaten	Will have eaten
Perfect Continuous	Had been eating	Has/have been eating	Will have been eating



# The Compound Sentence

- It is the combination of 2 simple sentences, or 2 independent clauses.
- There are 3 major ways to form a compound sentence:
  1. Using a comma + conjunction
    - (fanboys)
  2. Using a semi-colon (;)
  3. Using a transition word.

*(fanboys)*

*and*

*but*

*or*

*so*



# The Compound Sentence

## Using a conjunction:

## Example:

- Last year, the sales were higher, and the performance was better.

NB: *and, so, but, etc.* are always preceded by a comma. +f. 1, 04, 704



# Positions of 'and' in the sentence

AND has 3 possible positions in the English sentence:

1. Between 2 items (nouns, verbs, etc.)

I signed the contract and submitted it.

2. Between 2 independent clauses:

I signed the contract, and I submitted it.

3. Before the last item in a list:

I read the contract, signed it, and submitted it.

optional



# The Compound Sentence

## Using a semi-colon:

Example:

- Last year, the sales were higher; the performance was better.

Small not Capital



The semi-colon is used between 2 independent clauses when they are:

1. Short
2. Discussing the same idea

**NB: Following the (;) is a small letter.**



# The Compound Sentence

## Using a Transition (Linking) word:

- Last year, the sales were higher; **moreover**,  
the performance was better.
- Last year, the sales were higher. Moreover,  
the performance was better.

*moreover* → after

NB: Both a period (.) or a semi-colon (;) can be used before linking words. A comma (,) is **always** used after linking words.



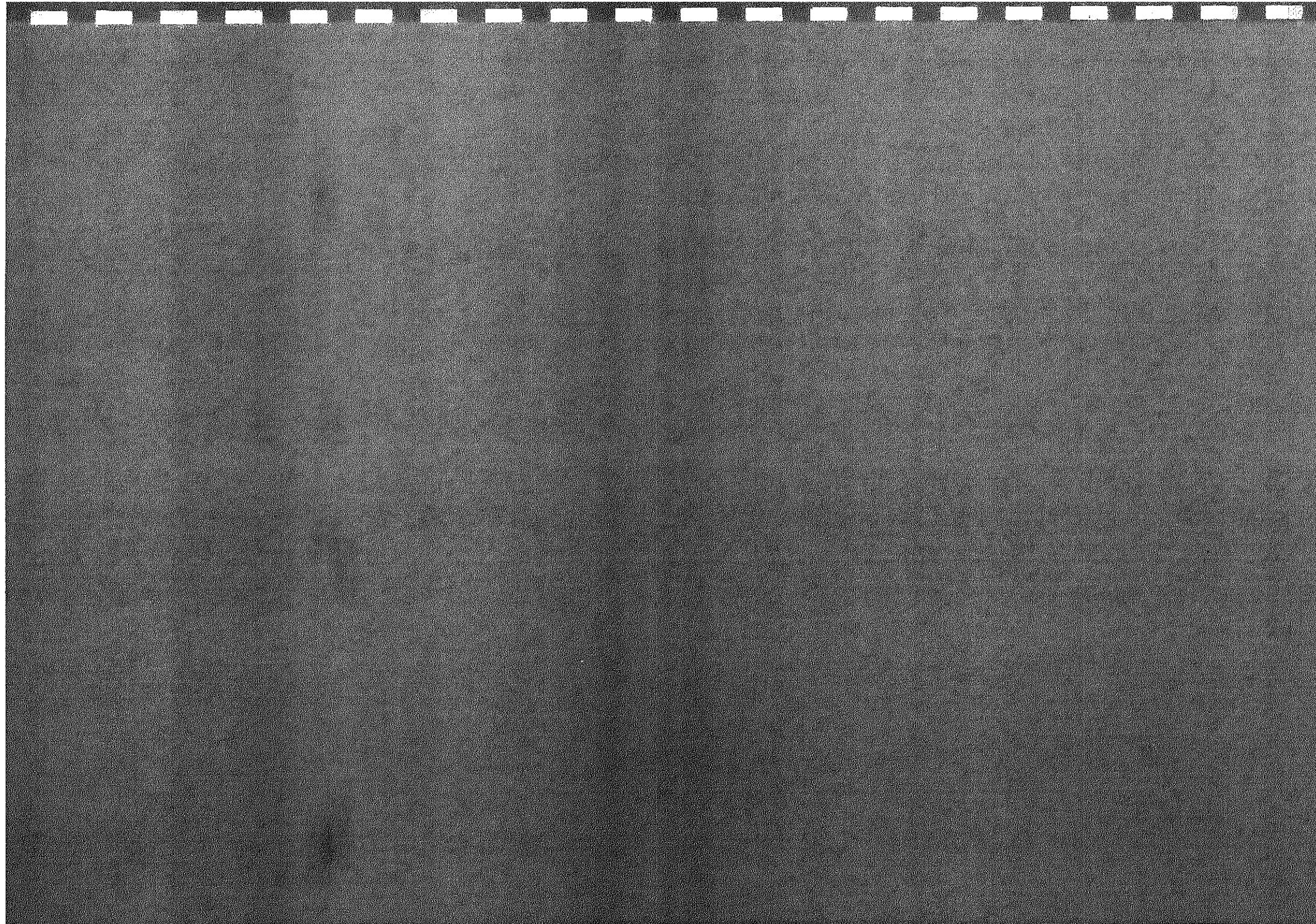
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- Similarly, likewise... → *likewise*
- For instance, for example, in other words, to illustrate...



# Activity

- Join the following independent clauses in 5 different ways:
  - a) I had a lot of work.
  - b) I went home early.





# The Complex Sentence

There are mainly 2 types of complex sentences:

- **Adjectival Clause (Relative Clause)**

Using a relative pronoun

- **Adverbial Clause**

Using an adverb



# The Complex Sentence

## 1. Using a Relative Pronoun:

Who, whom, which, that, whose, when,  
where.

**Who** → People/Subject + V

**Whom** → People/Object + S + V

**Which/That** → Non-human + (S) + V

**Whose** → People/Things  
(Possessive) + S + V

**When** → Time + S + V

**Where** → Place + S + V



# Activity

Combine the following  
sentences using the correct  
relative pronoun



We will train your brain

# Business Writing

## *Types of Sentences*

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# Activity

Combine the following  
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# The Complex Sentence

## 2. Using an Adverbial Clause (Adverb):

- Time
- Manner
- Condition
- Cause/Effect
- Opposition/Contrast
- Comparison
- Place

*See handout for a complete list of the adverbs*



# The Complex Sentence

## Example:

- Before you take a language course,  
you should sit for a placement test.
  
- You should sit for a placement test  
before you take a language course.



# The Complex Sentence

- **Exception:**
- *The comma preceding the adverb is optional only with the adverbs of contrast.*
- Even though he took his driving test five times, he still hasn't passed it.
- He still hasn't passed his driving test even though he took it five times.
- He still hasn't passed his driving test, even though he took it five times.



# The Complex Sentence

There are mainly 2 types of complex sentences:

➤ **Adjectival Clause (Relative Clause)**

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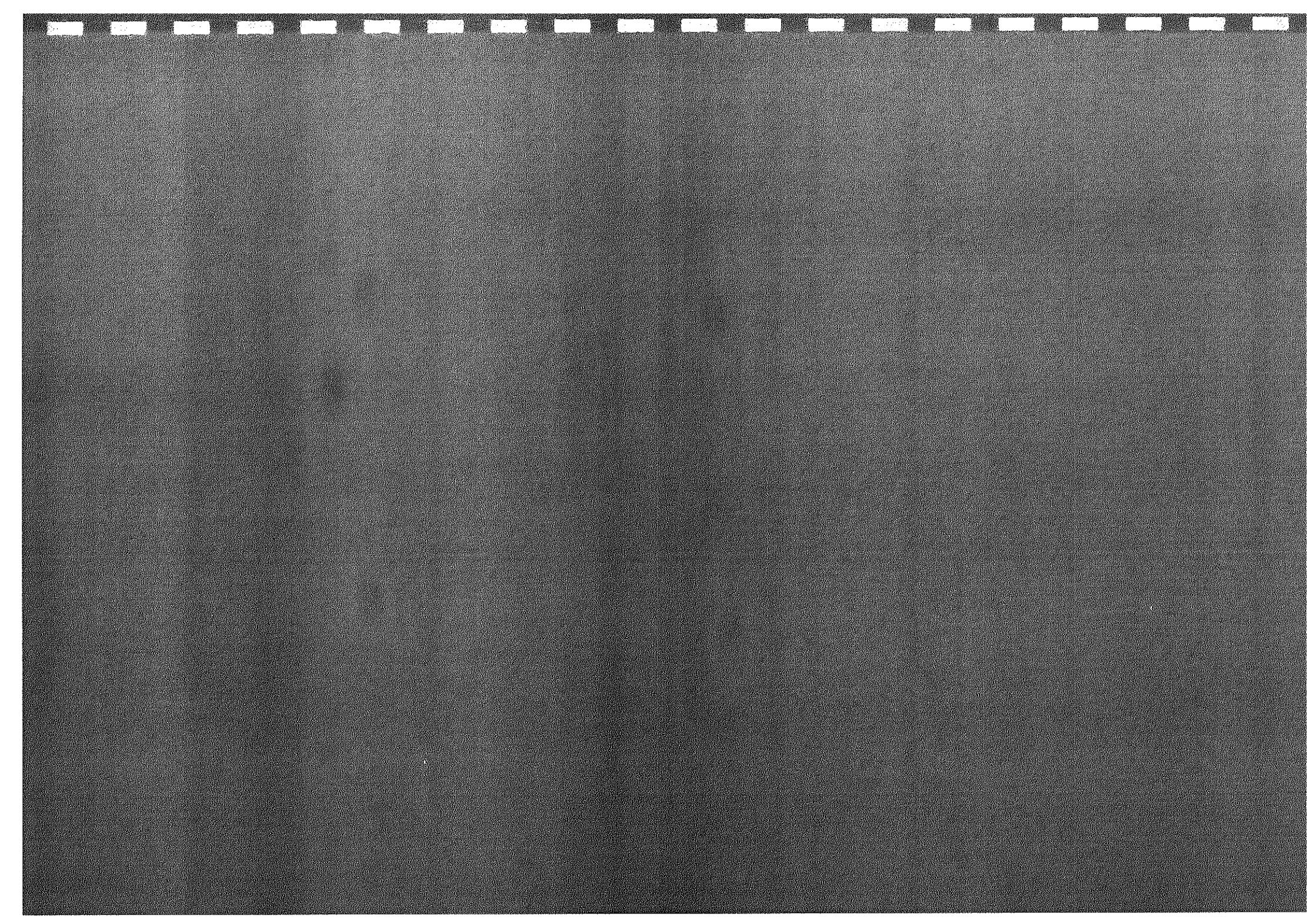
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**REACHING**

*Pinnacles*

**RP EGYPT**

We will train your brain

# Professional Business Writing



2016

By: Fikry Boutros

*Adapted from: Locker, Business and Administrative  
Communication*



# Report Structure

- Reports principally consist of 3 sections:
  - Beginning
  - Middle
  - End



# The Beginning

- Usually in paragraph form (i.e. a variety of sentence structures introducing the topic)
  - **Executive Summary** (outlining the report), especially in longer reports.
- e.g. *This report aims at outlining the workplace problems and suggesting remedial solutions.*



# The Middle

- A logical structure all along
- Using headings when appropriate
- Using graphics and illustrations – bold, capital letters, graphs, tables, charts, lists, etc.



# The End

- To reach, present a conclusion
- To pull together the content
- To end positively



# Paragraphs

A paragraph is a group of sentences in a sequence developing **one** idea

It is best used in:

- The beginning
- The end
- The middle parts that require description, persuasion, or clarification



# Positions of 'and' in the sentence

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# A step-by-step approach

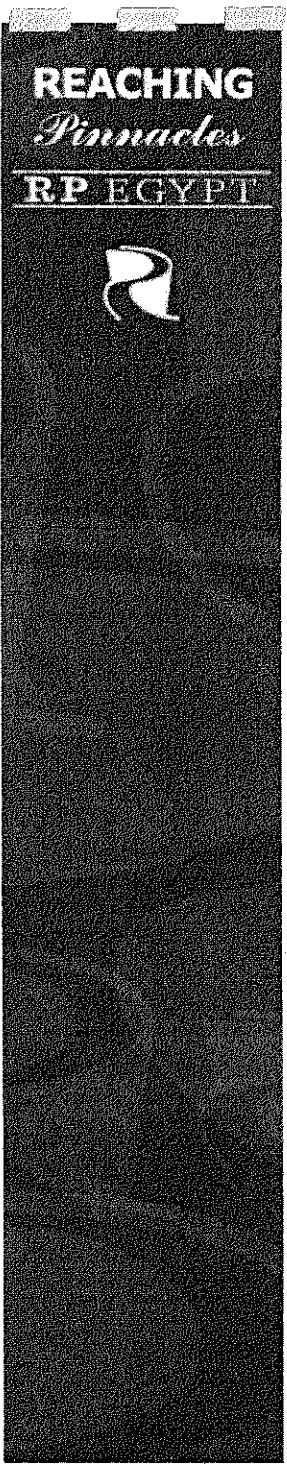
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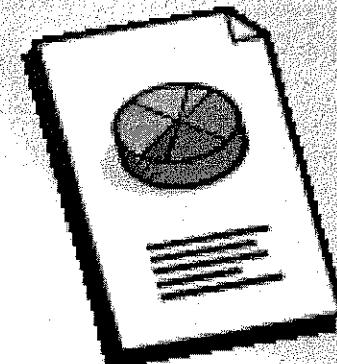
Now you are ready to  
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REACHING  
*Pinnacles*  
RP EGYPT



# *Illustrating the Report Using Visual Aids*





# Illustrating the Report

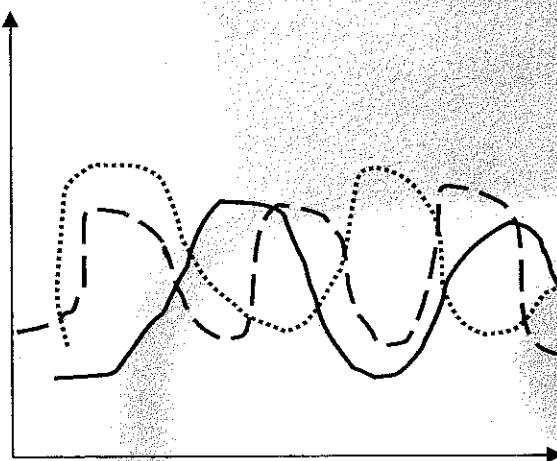
*Use visual aids to:*

- Emphasize
- Clarify/Simplify
- Reinforce
- Summarize
- Add interest
- Improve credibility
- Increase coherence

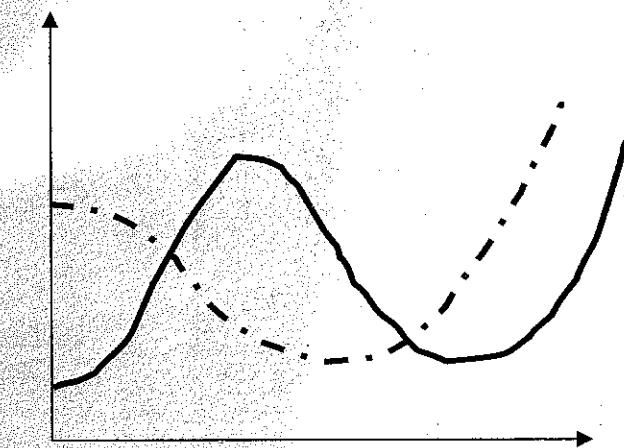


# Criteria for Visual Aids (1)

## Simplicity



No  
simplicity

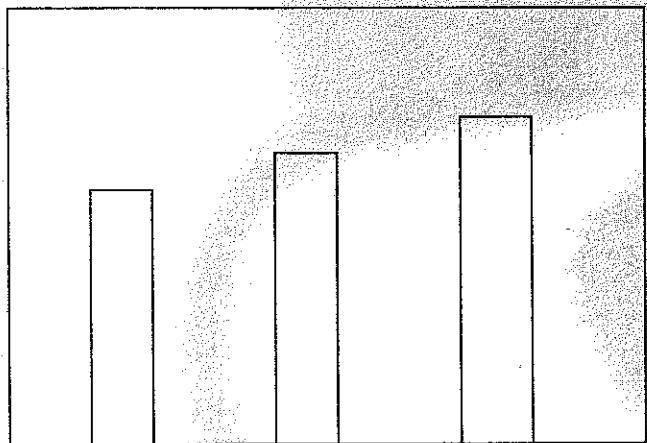


Simplicity

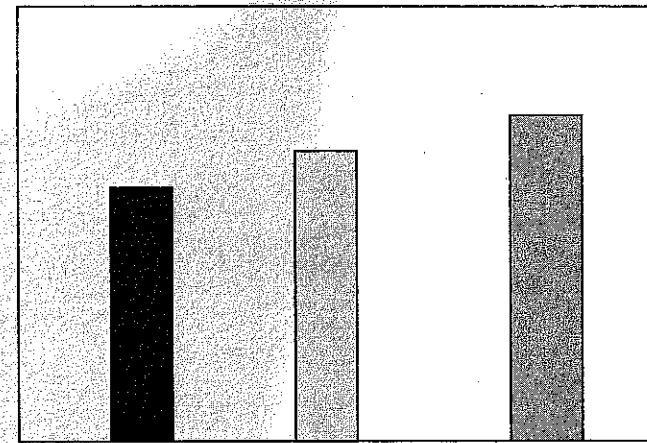


# Criteria for Visual Aids (2)

## Contrast



No contrast

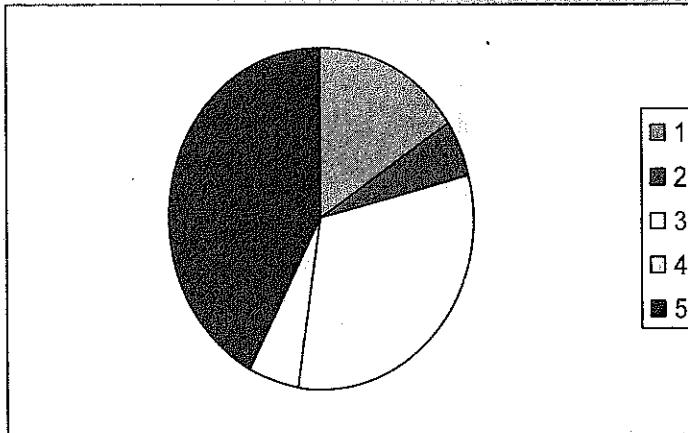


Contrast

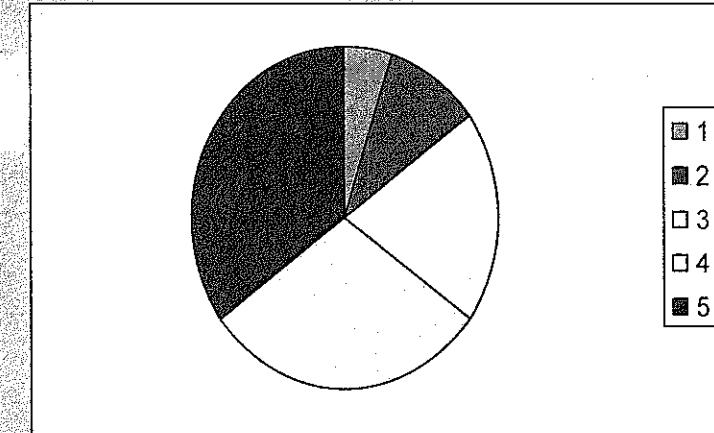


# Criteria for Visual Aids (4)

## *Balance:*



No  
Balance



Balance



# Creating Visual Aids: Bar Charts

## Uses :

- Compares discrete, quantitative information.
- Provides a quick visual comparison of the relationships between or among components.



# Creating Visual Aids: Bar Charts

## *Guidelines:*

- All bars must be the same width, and the space between the bars should be constant.
- Units should be spaced evenly on the axes, and axes should be labeled.
- Label the chart.
- In multiple bar charts, use shading or color to differentiate between the categories.



# Creating Visual Aids: Pie Charts

## Uses:

- Compares proportions, or parts that make up a whole.
- Less effective than bar charts in comparing absolute amounts.



# Creating Visual Aids: Pie Charts

## *Guidelines:*

- Limit the number of segments to 8.
- Balance the segments.
- Label the chart.
- Show segment values accurately.
- Keep the chart simple, and use color and shading sparingly.



# Creating Visual Aids: Line Graphs

## Uses:

- Shows the relationship between two variables.
- Should not be used to compare obviously independent items (such as sales by district).



# Creating Visual Aids: Line Graphs

## *Guidelines:*

- Make sure the graph is big enough.
- Use the x axis for the method of classification.
- Use the y axis for the value that varies as a result.
- Avoid distortion; the y axis should be about  $\frac{3}{4}$  the length of the x axis, and distance between units should be kept constant.
- Label the graph and the axis.



# Creating Visual Aids: Tables

## Uses:

- Summarizes detailed or complex information.
- Allows comparison of exact figures, rather than trends.



# Creating Visual Aids: Tables

## *Guidelines:*

- Place data to be compared into columns rather than rows.
- Label the table, the columns and rows.
- Keep the information simple, and avoid duplication (such as stating both units and percentage).